AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

- (Previously Presented) A method of determining an economic impact of business
 policies, comprising the steps of:
 a) defining a plurality of players including an associated set of rules defining a
 - a) defining a plurality of players including an associated set of rules defining a possible decision space, a decision-making process tree, an information set, an outcome function, and a payoff function for each player;
 - b) translating the player definitions into at least one codified script; and
- c) executing the at least one codified script, wherein a result of the outcome and payoff functions at the end of execution of a script stage determines the economic impact of the business policies defined by the rules.
- 1 2. (Original) The method of claim 1 wherein the players are exclusively human.
- 1 3. (Original) The method of claim 1 wherein the players comprise a combination of human 2 and automated players.
- 1 4. (Original) The method of claim 1 further comprising the steps of:
- d) modifying the associated set of rules for one or more players; and
- 3 e) repeating steps b)-c).
- 1 5. (Previously Presented) The method of claim 1 further comprising the step of:
- d) providing calibration data for the defined players based on empirical sales
- 3 information, wherein the at least one script is generated in accordance with the player definitions
- 4 and the calibration data.

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- 1 6. (Original) The method of claim 1 further comprising the steps of:
- d) providing a plurality of scenarios defining variations on the set of rules associated
- 3 with one or more players, wherein step c) further comprises the step of generating scripts
- 4 corresponding to the player definition variations.

- 1 7. (Previously Presented) The method of claim 1 wherein the at least one script is compiled
- 2 on the fly during execution.
- 1 8. (Previously Presented) The method of claim 1 wherein the at least one script is compiled
- 2 in its entirety before execution.
- 1 9. (Previously Presented) The method of claim 1 wherein the set of rules associated with at
- 2 least one player defines at least one business policy from the group comprising: advertising
- policy, sales policy, returns policy, rebate policy, minimum advertised price policy.
- 1 10. (Previously Presented) An apparatus for determining an economic impact of business
- 2 policies, comprising:
- a) a business process definition module for defining a plurality of players including
- 4 an associated set of rules defining a possible decision space, a decision-making process tree, an
- 5 information set, an outcome function, and a payoff function for each player;
- b) a script translator module for translating the player definitions into codified
- 7 scripts, wherein the codified scripts define at least one simulation stage; and
- 8 c) a simulation module for executing the codified scripts, wherein a result of the
- 9 outcome and payoff functions at the end of execution of the at least one simulation stage
- determines the economic impact of the business policies.
- 1 11. (Original) The apparatus of claim 10 wherein the players are exclusively human.
- 1 12. (Original) The apparatus of claim 10 wherein the players comprise a combination of
- 2 human and automated players.

Appln. Serial No. 09/944,969 Amendment Dated May 23, 2007 Reply to Office Action Mailed February 23, 2007

- 1 13. (Previously Presented) The apparatus of claim 10 further comprising:
- d) a calibration module providing calibration data for the defined players based on
- 3 historical information, wherein the scripts are generated in accordance with the player definitions
- 4 and the calibration data.
- 1 14. (Previously Presented) The apparatus of claim 10 further comprising:
- d) a scenario database providing a plurality of scenarios defining variations on the
- 3 set of rules associated with one or more players, wherein the script translator module generates
- 4 scripts corresponding to the player definition variations.
- 1 15. (Original) The apparatus of claim 10 wherein the scripts are compiled on the fly during
- 2 execution.
- 1 16. (Original) The apparatus of claim 10 wherein the scripts are compiled in their entirety
- 2 before execution.
- 1 17. (Previously Presented) The apparatus of claim 10 wherein the set of rules associated with
- 2 at least one player defines at least one business policy from the group comprising: advertising
- 3 policy, sales policy, returns policy, rebate policy, and minimum advertised price policy.
- 1 18. (Previously Presented) A method of predicting a behavioral outcome resulting from a
- 2 business rule, comprising the steps of:
- a) defining at least one player, business rules, and an environment that defines
- 4 actions that the player can take in accordance with the business rules;
- 5 b) translating the definitions into a codified script; and
- 6 c) determining a behavioral outcome resulting from player-selected actions during
- 7 execution of the codified script.
- 1 19. (Original) The method of claim 18 wherein the behavioral outcome includes an
- 2 economic state of each player.

Appln. Serial No. 09/944,969 Amendment Dated May 23, 2007 Reply to Office Action Mailed February 23, 2007

- 1 20. (Currently Amended) The method of claim 18 further comprising the step of:
- d) executing variations of the codified script to identify business rules and
- 3 environment definitions that result in a pre-determined economic state.
- 1 21. (Previously Presented) The method of claim 18, further comprising:
- 2 receiving historical data and producing calibration data based on the historical data,
- wherein the codified script is translated from the definitions and the calibration data.